

E. PIRA & FIGLI

Barolo

This estate is a symbol, a myth, a benchmark, and, despite all this, it is just a tiny property with a little under six acres of vineyard in Cannubi, arguably Barolo's greatest cru. It can hardly be by chance that the oldest extant bottle of Barolo boasts "Cannubi" on its label, as if the two – the wine and the cru at the very heart of its appellation – were inextricable. And, indeed, in the hands of Luigi Pira, who died in 1980, the wines of this estate became synonymous with perfection, archetypes for the finest Baroli.

The estate is now owned and managed by Chiara Boschis, whom I am most honored to include in my circle of friends and winemakers of the Langhe. Among all the "Barolo Boys" I cannot welcome more warmly a "Barolo Girl" of such energy and integrity.

Chiara Boschis, trained as an economist, now manages the property, following her passion for wine. Production is very limited (an average of 1600 cases a year). The Pira estate still vinifies exclusively from proprietary vineyards, located in the very best crus of Barolo: Cannubi (the "Romané Conti" of Barolo), San Lorenzo (on the Cannubi hill) and Via Nuova for a total of about 3 hectares.

Ever since my passion turned into my profession, my driving principle in selecting an estate and working with it step by step towards a mutual affirmation of excellence, has always been to seek

the best vineyards together with the most challenging and committed people. Az. Agr. Pira and Chiara Boschis are just such a combination. And knowing the enthusiasm we share, and its uncompromising nature, I feel certain that the superb wines in the cellar are just the starting point of an adventure which will lead to wines even greater and grander than those of its storied past, and that this too-long overlooked estate will fulfill its great potential.



Piedmont

Dolcetto d'Aba

Barbera d'Aba

Barolo Cannubi

Zone: *Barolo*

Crus: *Cannubi, Cannubi San Lorenzo*

Varietal: *Nebbiolo*

Vineyards Ext.: *2 hectares*

Average Production: *12,000 bottles*

Barolo Via Nuovo

Zone: *Barolo*

Crus: *Via Nuova*

Varietal: *Nebbiolo*

Vineyards Ext.: *0,5 hectares*

Average Production: *2,200 bottles*

Barolo San Lorenzo

Total acreage: *just under 6 acres*

Soils: *chalk-clay*

Varieties: *Nebbiolo, Dolcetto and Barbera*

Average production: *1,100 cases.*

Viticultural highlights: *"You have to accept what nature gives and let the wine make itself," Chiara told Dutch journalist Jozef Schildermans. "Innovation consists in improving ones viticultural methods. I want to go back to those of a hundred years ago, banning all chemicals."*

Vinificatory highlights: *All of Boschis' wines do time in wood: the Dolcetto none and the Barbera sixteen months in seasoned barrels, the Baroli twenty-four months in partly new barrels.*